



## **MARKETING & FUNDRAISING FOR EVENTS & SCHOLARSHIPS**

### **MEETING MINUTES**

September 28, 2021- Charlotte, NC

After introductions, Chair Brian Gallagher reviewed SCOAR's Anti-Trust Policy, discussed the action team's mission, goals and objectives which include: promote and SCOAR to attract new members; fundraising and developing innovative ways to have networking events to raise money; identify and evaluate scholarship and grant opportunities; develop strategists and tactics to promote of scholarships.

Gallagher discussed SCOAR value proposition and messaging. Reviewed and edited value proposition for different constituents (Owners, Contractors, Suppliers & Vendors, Academic/CTE/WFD). Distributed the updated SCOAR elevator speech and made edits based on Committee feedback.

Discussed how we can market SCOAR and identify new members. Committee agreed that the value proposition and messaging should be finalized prior to Winter Meeting in Alabama. Dr. Andrew Payne recommended that SCOAR add a focus on academic institutions, Career and Technical Education (CTE) and Work Force Development Programs. This will help scholarship and grant opportunities and provide connectivity to owners and contractors.

Share initial design concepts for the SCOAR Membership Brochure. Committee members provided feedback on the concepts, and we agreed to move forward. After discussion, the Committee agreed that SCOAR engage a professional graphic designer. General feeling is that an electronic version is more important than a printed version. Committee discussed formats and layout and agreed to move away from the trifold version to a

series of full page 8 1/2" x 11" sheets. Brian Gallagher agreed to identify a few graphic designers that can help with the design. Goal is to finalize and publish the brochure before Winter Meeting in Alabama.

The Committee discussed efforts to better utilize SCOAR's LinkedIn Group page including graphics, regular posts, polls and sharing news. We pulled the LinkedIn page up in the meeting and several Committee members joined the group while in the meeting.

We had several owners in the meeting and discussed how we can do a better job of engaging owners. Owners in attendance Steve Immel and Scott Straight shared their reasons for joining SCOAR and the value they get from membership. This includes the ability to meeting multiple vendors, network, share best practices, and safety. We discussed building target list of potential owner members and assign targets. Brian Gallagher recommended that we have each Committee Member identify 5 target companies. Darryl Thornton referenced Steve Greene's target list and suggested we assign targets with the Committee Members.

The Committee discussed additional ways that SCOAR can add value to Owner members. Recommendations included: adding "White Papers" to SCOAR website as a resource for owners; posting *The Voice* articles on LinkedIn SCOAR Group page and the Website; Post submission of awards (TOPS and Projects) for owner reference; and approaching Anirban Basu about providing regular articles or content.

Debbie Dickerson provided an update of the Workforce Development Committee activities and efforts. We discussed evaluating scholarship and grant opportunities for SCOAR involvement. A recommendation was made to include an inventory existing of current SCOAR Scholarships, schools, programs, etc. We discussed using LinkedIn and the SCOAR website to feature profiles of existing efforts, schools supported, scholarship winners.

Adjournment